



# FAIRE SANS DIRE

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## BAD INTELLIGENCE IS A BRAND WRECKER – LC

The USA has many dozens of intelligence agencies the majority of which employ or hire more people than the rest of the world. Similarly, these agencies have huge budgets. Normally you hear little of their achievements and success you can tell when they are doing an excellent job because you never hear about them and that happens rarely and the media pick it up the consequential damage can be immense whether or not that is equitable.

Putting one foot out of line is acceptable every now and again: no one is perfect. However, to do it repeatedly like spoilt children can cause almost irreparable long term reputational damage and raises many questions from them?

Since 9/11 we have witnessed a war based on non-existent weapons of mass destruction and perhaps the growth of ISIS as the Arab Spring lurched away from democracy to Islamic extremism. That war and its hundreds of thousands of deaths and an en passant cost trillions of dollars. The reverberations of those events will cost money over the ensuing decades. That could have been used for more productive purposes such as to save lives.

Also since 9/11 we have witnessed abject failure in Afghanistan and the Edward Snowden fiasco. Media coverage of the Geneva Convention and related international laws courtesy of torture and outright lies and disinformation of the enhanced interrogation techniques used.

Even before [Guy Fawkes](#) was tortured in 1605 many learned treatises had been written showing that torture including the recent Senate Intelligence Committee report, have repeatedly corroborated that argument. The CIA has never quantified the cost of investigating all the lies and disinformation obtained from torture but it has ruined lives and dosh.

To top it all, Senator McCain said that the brutal interrogation techniques used stained the nation's honor.


of the interrogation techniques used by the CIA were “abhorrent and rightly should be repudiated by all bickering and squabbling that accompanies every US federal budget and the impact that has on global e as long past its sell by date.

The staining of the USA’s honour will inevitably cost the USA dearly. How much is hard to say. To put is impossible but “brand USA” has been arguably the most valuable brand in the world since the Second looks as though it is in for another brutal battering.

There is little doubt given the increasing list of enemies of the USA that much legal action will be taken by the Senate Intelligence Committee. Indeed, even Italy (a member of NATO) wasn’t afraid to take the prosecution of Robert Seldon Lady, the former CIA station chief in Milan, for going too far by kidnappi Egyptian imam.

For those who still look up to the USA as the world’s leading power, the land of the free and the world’s far. The importance of the next presidential elections cannot be underestimated: not only in terms of the conducted. Maybe the winner will be the one who puts overhauling the nation’s intelligence community

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